



The Presidents Emergency Plan for AIDS Relief

Prevention Strategy and Partner
Activities in South Africa

Emergency Plan Focus Areas

- Treat 2 Million HIV-Positive People
 - 55% of Funding
- Prevent 7 Million New Infections
 - 20% of Funding
- Care for 10 Million HIV Infected and Affected People (including OVC)
 - 25% of Funding

Focus on Prevention

- Emergency Plan Goal: Prevent 7m Infections by 2010
 - South Africa Goal to Prevent 1.8 Million
- All Emergency Plan Activities in South Africa Support South Africa Comprehensive Plan
 - Prevention is a Principal Objective of Comprehensive Plan
- Recent Statistics Remind us of Critical Importance of Prevention
- Treatment Availability Will Expand in Next Years
 - Prevention Must Also Improve and Expand to Reduce Incidence

Prevention Priorities

- Promote Behavioral Change
 - Improve Awareness
 - Motivate Change
 - Provide Behavioral Skills
- Target High-Risk Populations
- Target HIV Positive Individuals
- Integrate Prevention into All Interventions
- Reduce Stigma and Discrimination
- Address Gender Issues and Gender Violence

Critical Participants in Effective Prevention

- **Opinion Leaders**
 - Political, Traditional, Religious, Business, Educators, Celebrities
- **Community Groupings**
 - Workplace, Faith, Cultural, Schools, Law Enforcement, Gathering Places
- **People Living with HIV and AIDS**
- **Men and Boys**

Country Operational Plan Categories

- Prevention of Mother to Child Transmission
- Abstinence / Be Faithful
 - Appropriate strategies for specific target groups
 - *A/B must be 33% of Prevention Funding by legislation*
- Blood Safety
- Safe Medical Practices / Injection Safety
- Other Prevention
 - *Consistent and Correct Condom Use*

South Africa A/B Activities

- Encourage A/B Behavior
 - Youth: delay debut, limit partners
 - Older: faithfulness, secondary abstinence and, with appropriate informed use, condoms (programs for HIV+)
 - All Activities Consistent with USG and RSA Guidelines
- Use Mass Media and Direct Communication
- Partner with Community Groups, FBOs, Civil Society, Private Sector, Uniformed Services, Workplace
- Focus on Empowerment of the Individual within Their Society
 - Awareness, Motivation and Skills

Examples of A/B Activities

- Support for Khomanani Campaign (JSI, JHU)
- Peer Education Programs (Africare, Teachers Unions, Development of Rutanang Materials)
- FBO Programs (Living Hope, Salesian Missions, Hope Worldwide, Salvation Army)
- Men As Partners Program (Engender Health)
- National Department of Correctional Services
- Training for Master Trainers in A/B

Prevention of Mother to Child Transmission

Objectives:

- Increase Access to PMTCT Services
- Increase Quality of PMTCT Services
 - Four Components for Direct Counts:
 - (1) Counseling and Testing;
 - (2) Provision of ARV Prophylaxis;
 - (3) Counseling and Support on Safe Infant Feeding Practices;
 - (4) Counseling on Family Planning.
- Increase Awareness and Uptake of PMTCT
- Integrate PMTCT into Routine MCH Services

Examples of PMTCT Activities

- Direct Support to NDOH
- Support to PMTCT Programs at Public Facilities (EGPAF; FHI; PHRU)
- Increase the Number of PMTCT Service Delivery Points (MSH)
- Support to Strengthen Linkages Between HIV/AIDS and MCH Services (AED; Pop Council)
- Development of PMTCT Education Materials (Cinema Corporate Creations, Mindset)

Safe Blood

- SANBS Provides a Comprehensive Safe Blood Program
- Emergency Plan Support for SANBS
 - Develop Sustainable Systems to Ensure an Adequate Supply of Safe Blood (expansion of the donor base)
 - Develop Human Resources
 - Improve Information Technology System
 - Support Training and Reference Center for South Africa and other African Countries
 - Support Incorporation of Prevention Messages into Blood Donor Programs

Safe Medical Practices

- **Improve Policies to Assure Safe Injection Practices in Public and Private Health Sectors**
- **Improve Medical Waste Management**
- **Enhance Training of Health Workers**
- **Develop Communications Plan to Foster Safe Medical Practices**

Other Prevention

- Support for Choice Condom Distribution
 - SAG Condom distribution and promotion programs
- Mass Media Awareness and Stigma Reduction
 - Tsha Tsha / Soul City
- Partnership with KZN Traditional Healers
- Programs Targeting At Risk Populations
 - Corridors of Hope Projects for Transient Workers
 - Correctional Services and Military
 - Teachers
 - Informal Settlements Around Mining Communities
 - HIV+

OGAC ABC Guidance

(Consistent with SAG's Lifeskills Programs)

- **Promote Behaviors Aimed at Risk Avoidance and Risk Reduction to Avert New Infections**
- **Adapt Interventions to Local Situations**
- **Overall Emphasis on "ABC"**
 - **Abstinence**
 - **Be Faithful**
 - **Correct and Consistent Condom Use**
- **Support Programs that Target Social Behaviors and Most At Risk Populations**

OGAC ABC Guidance

(Continued)

- **Condom Programs Must Include Information About Abstinence, Counseling and Testing, Faithfulness and Condom Failure Rates**
- **For In-School Audiences < 15 Years Old - Focus on Life Skills, Abstinence and Delayed Debut**
- **For Older Youth Also Focus on Elimination of Casual Sexual Partnerships and Correct and Consistent Condom Use**
- **Emergency Plan Funds Cannot be Used to Physically Distribute Condoms in School Settings**

THANK YOU

